AMENDMENTS TO THE CLAIMS:

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A method of providing a service for user equipment of a cellular telecommunication system, the service being transmitted over a radio interface of a cellular telecommunication system, the user equipment comprising a user terminal for communicating in the cellular telecommunication system and a media receiver for receiving a media stream provided by a radio broadcast system, the method comprising:

transmitting associating data for associating a media stream with a service;

receiving, in the user equipment, the associating data; [[and]]

exchanging associating data between the media receiver and the user terminal; and

configuring a system comprising the cellular telecommunication system and the broadcast system to provide the user equipment with the service associated with the media stream by using the associating data.

2. (Previously presented) The method according to claim 1, further comprising:

storing automatically at least a portion of the associating data in the user equipment; and

configuring the system by using the at least a portion of the associating data.

3. (Previously presented) The method according to claim 1, further comprising providing the user equipment with the service using the associating data.

4. (Previously presented) The method according to claim 1, further comprising configuring the media receiver to receive a media stream associated with the service.

5. (Previously presented) The method according to claim 4, further comprising receiving the media stream.

6. (Previously presented) The method according to claim 1, further comprising transmitting the associating data for associating a media stream with a service synchronized with the media stream.

7. (Previously presented) The method according to claim 1, further comprising transmitting associating data including at least one of the following:

- a service identification
- a radio service address
- a radio broadcaster identification number
- a programme identification number
- a traffic announcement identification number
- a traffic programme identification number
- a programme item number
- an emergency warning message
- a music/speech indicator
- a radio frequency utilized by a media stream
- a programme service name
- a programme type identification number
- a country code
- location information

8. (Previously presented) The method according to claim 1, further comprising:

transmitting at least a portion of the associating data from the user equipment to a server providing the service for user equipment; and

configuring the server to provide the user equipment with the service by using the at least a portion of the associating data.

9. (Previously presented) The method according to claim 1, further comprising:

requesting for configuration parameters for configuring the user equipment to access the service, by using at least a portion of the associating data;

returning the configuration parameters; and

configuring the user equipment with the configuration parameters.

10. (Previously presented) The method according to claim 9, further comprising returning configuration parameters including at least one of the following:

- a service identification
- a radio service address
- a radio broadcaster identification number
- a programme identification number
- a traffic announcement identification number
- a traffic programme identification number
- a programme item number
- an emergency warning message
- a music/speech indicator
- a radio frequency utilized by a media stream
- a programme service name
- a programme type identification number
- a country code
- location information

11. (Previously presented) The method according to claim 1, further comprising:

displaying at least a portion of the associating data to the user;

selecting an item from the at least a portion of the associating data by the user; and

configuring the system by using the item.

12. (Previously presented) The method according to claim 1, further comprising:

transmitting at least a portion of the associating data using the broadcast system; and

receiving at least a portion of the associating data using the media receiver.

13. (Previously presented) The method according to claim 1, further comprising transmitting at least a portion of the associating data using the cellular telecommunication system.

14. (Previously presented) The method of claim 1, further comprising:

encoding at least a portion of the associating data into the media stream; and

decoding, in the user equipment, the at least a portion of the associating data from the media stream.

15. (Canceled)

16. (Currently amended) A system for providing a service for user equipment, comprising:

a communication network of a cellular telecommunication system for providing the user equipment with mobile services;

a broadcast system for providing the user equipment with a media stream;

a user terminal, in the user equipment, for communicating in the cellular telecommunication system; and

a media receiver, in the user equipment, for receiving the media stream;

a server connected to the communication network for providing the user equipment with service associated with the media stream by using the radio interface of the cellular telecommunication system;

an associating data source for providing the user equipment with associating data for associating the media stream with the service;

wherein the user equipment is configured to receive at least a portion of the associating data and is arranged to exchange associating data between the user terminal and the media receiver; the system further comprising

configuring means operationally connected to the user equipment and the server for configuring the system to provide the user equipment with the service associated with the media stream by using the associating data.

17. (Previously presented) The system according claim 16, wherein

the user equipment is configured to store automatically at least a portion of the associating data; and

wherein the configuring means are arranged to configure the system by using the portion of the associating data.

18. (Previously presented) The system according to claim 16, wherein the server is arranged to provide the user equipment with the service using the associating data.

19. (Previously presented) The system according to claim 16, wherein the media receiver is arranged to receive the media stream associated with the service.

20. (Previously presented) The system according to claim 16, wherein the system comprises a synchronizer connected to the serve and the broadcast system for synchronizing the service with the media stream; and

wherein the associating data source is arranged to provide the associating data for associating the media stream with a service synchronized with the media stream.

21. (Previously presented) The system according to claim 16, wherein the associating data source is arranged to provide associating data including at least one of the following:

- a service identification
- a radio service address
- a radio broadcaster identification number
- a programme identification number
- a traffic announcement identification number

- a traffic programme identification number
- a programme item number
- an emergency warning message
- a music/speech indicator
- a radio frequency utilized by a media stream
- a programme service name
- a programme type identification number
- a country code
- location information

22. (Previously presented) The system according claim 16, wherein the user terminal is arranged to transmit at least a portion of the associating data to the server; and

wherein the server is arranged to provide the user equipment with the service by using the at least a portion of the associating data.

23. (Previously presented) The system according to claim 16, wherein the user terminal is arranged to request for configuration parameters for configuring the user equipment to access the service, by using at least a portion of the associating data;

wherein the server is arranged to return the configuration parameters; and

wherein the configuring means are arranged to configure the user equipment with the configuration parameters.

24. (Previously presented) The system according to claim 23, wherein the server is arranged to return configuration parameters including at least one of the following:

- a service identification
- a radio service address
- a radio broadcaster identification number
- a programme identification number
- a traffic announcement identification number

- a traffic programme identification number
- a programme item number
- an emergency warning message
- a music/speech indicator
- a radio frequency utilized by a media stream
- a programme service name
- a programme type identification number
- a country code
- location information

25. (Previously presented) The system according to claim 16, wherein the user equipment is arranged to display at least a portion of the associating data to the user;

wherein the user equipment is arranged to register a selection of an item from the at least a portion of the associating data; and

wherein the configuring means are arranged to configure the system by using the item.

26. (Previously presented) The system according to claim 16, wherein the associating data source is connected to the broadcast system;

wherein the broadcast system is arranged to transmit at least a portion of the associating data; and

wherein the media receiver is arranged to receive the at least a portion of the associating data.

27. (Previously presented) The system according to claim 16, wherein the associating data source is connected to the communication network;

wherein the communication network is arranged to transmit at least a portion of the associating data; and

wherein the user terminal is arranged to receive the at least a portion of the associating data.

28. (Previously presented) The system according to claim 16, wherein the system comprises an encoder connected to the broadcast system for encoding at least a portion of the associating data into the media stream; and

wherein the user equipment comprises a decoder connected to the media receiver for decoding the at least a portion of the associating data from the media stream.

29. (Canceled)